



Developing Agriculture from the Ground Up

2018 BRAND & GRAPHICS STANDARDS MANUAL

Effective April 2018
IFDC's Brand and Graphics Standards are for all print
and online materials.

For more information or questions about the IFDC
brand, please contact IFDC's Office of Communications
at (256) 381-6600.



Developing Agriculture from the Ground Up

Introduction – IFDC Brand

ABOUT IFDC

The International Fertilizer Development Center (IFDC) bridges the gap between soil and fertilizer research and improved livelihoods for farmers. We empower producers with tools and knowledge to increase their yields and incomes while safeguarding the environment. Our purpose is to build a world free of hunger and poverty. IFDC's work covers a wide spectrum: from researching and promoting agricultural technologies and practices to fostering market development.

Specifically, we:

- Conduct research and development in soil fertility and fertilizer management.
- Increase farmer productivity and incomes through good agricultural practices.
- Help farmers access fertilizers and seeds to grow their crops and profitable markets and agribusinesses to sell their harvests.
- Develop fertilizer policy analyses that serve farmers, the fertilizer sector, and governments.

IFDC is an international non-governmental organization¹ based in Muscle Shoals, Alabama, USA, with global field programs throughout Africa and South Asia. Since 1974, we have conducted agricultural research and implemented development projects in more than 100 nations in sub-Saharan Africa, Asia, Europe, and Latin America.

Our Mission

IFDC enables farmers in developing countries to increase agricultural productivity, generate economic growth, and practice environmental stewardship by enhancing their ability to manage mineral and organic fertilizers responsibly and participate profitably in markets.

Our Vision

IFDC is recognized as a global center of excellence, empowering farmers and agribusinesses through independent and innovative fertilizer and soil fertility research, technology transfer, agricultural policy advocacy, and market development.

Our Expertise

Independent Expertise in Soil and Fertilizer

IFDC is a historical leader in fertilizer and soil fertility research. Our full-scale pilot plant complex has conducted more than 1,600 fertilizer research and development tests.

Since 1974, the organization has served as an unbiased source of fertilizer knowledge and policy analysis. Governments use IFDC market research to develop effective fertilizer supply programs and guide fertilizer quality regulations.

Bridging Research and Technology Transfer

IFDC experts implement a sustainable approach to research and capacity building. We bring fertilizer ideas from the lab to production to the field, integrating research, product testing, and technology transfer into one system. We focus on balanced fertilization and integrated soil fertility management.

Capacity Building

IFDC researchers and development experts empower people and communities with productivity-enhancing technologies and better knowledge of soil and fertilizer management. Through excellence in training, IFDC assists both farmers and small and medium agribusinesses to improve economic success.

Agricultural Market Development

To ensure profitable farming, IFDC links producers to both input and output markets. We help farmers access and use affordable fertilizers, seeds, and agricultural technologies.

We also connect producers to output markets, usually through public-private partnerships, agribusiness clusters, and farmer-based organizations. IFDC establishes strong partnerships with governments and agribusinesses to broker supply relationships with smallholder farmers. We ensure fertilizers and services to the “last mile,” e.g., small-scale farmers.

Project Management

Through high-quality development assistance and program implementation, IFDC reaches millions of farmers, agribusiness, consumers, and other stakeholders in the agricultural value chain.

Our Brand

The IFDC brand represents the organization’s leadership in strengthening global food security. Our name and logo are among IFDC’s most valuable assets. They are recognized worldwide and communicate a unique identity to all audiences.

The guidelines in this manual are intended to promote IFDC’s international identity. By following these specifications, our staff, partners, and donors will maximize awareness of our work through uniform usage of the IFDC brand.

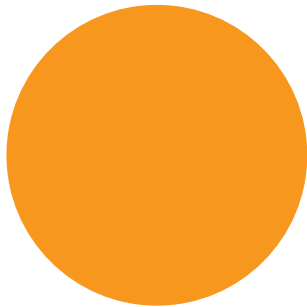
Please refer to this manual and follow its standards. **The guidelines are mandatory for all uses in all mediums.**

If you have questions or comments on the use of our organization name, logo, or elements of its identity, please contact IFDC’s Office of Communications.

¹ In addition, IFDC is a public international organization. Under U.S. law, the designation allows IFDC to receive widespread support, cooperation, and backing from the world community it was created to serve.

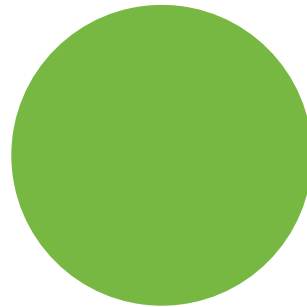
IFDC Color Standards

The following are the only colors that may be used for the IFDC logo/brandmark. No other colors may be substituted.



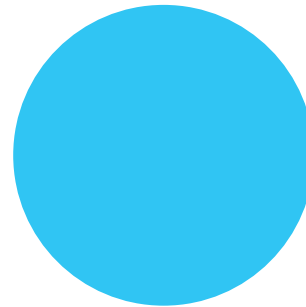
ORANGE
CMYK: 0/48/100/0
RGB: 248/151/29
HEX: f8971d

Use for sun behind wheat.



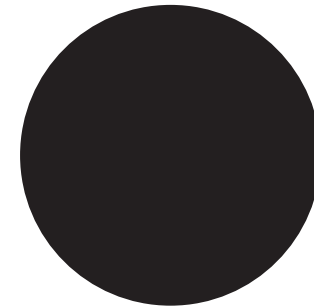
GREEN
CMYK: 59/5/100/0
RGB: 120/184/67
HEX: 78b843

Use for all text and leaves.



BLUE
CMYK: 64/0/0/0
RGB: 44/197/244
HEX: 2cc5f4

Use for sky between-leaves and sun.



BLACK
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 00000

Use for black-and-white version of Logo.

Clear Space Requirements

The IFDC logo must stand out in all uses. Maintain clear space on all sides.

A clear space of at least $\frac{1}{4}$ of the letter height (x) is required on all sides of the IFDC logo (no matter the size of the logo). More than $\frac{1}{4}x$ clear space is also acceptable.

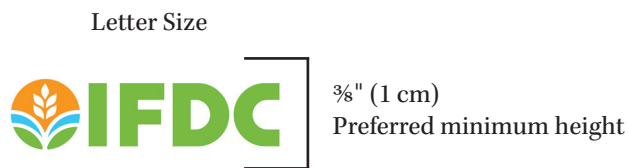


Acceptable Use

The following are specific guidelines related to the sizing of the logo.

Sizing: The minimum logo size for all usages is $\frac{3}{8}$ inch (1 cm) in height. The only exception is social media use where the logo must fit site specifications.

The preferred minimum logo height is $\frac{1}{2}$ inch on an 8.5 x 11 inch document (letter size) and 1.3 cm on an A4 document.



Proper Use of the IFDC Logo

IFDC's brand identity in all its forms is the exclusive property of IFDC. Every application should strengthen and reinforce the organization's positive image.

The IFDC name and logo are on business cards, letterhead, publications, training materials, vehicles, buildings, etc. The logo's colors and typeface are symbols of IFDC's global mission. Therefore, it is imperative to preserve both the strength and integrity of the IFDC name and logo by using them correctly.

All IFDC logo files are available on the IFDC website at ifdc.org/branding.

The only approved ways to use this logo are listed on this page. If you have any questions, please contact the Office of Communications at +1 (256) 381-6600.



4-Color Process Presentation;
Using PMS Colors (Pantone Matching System)



4-Color Process Presentation; Using PMS Colors. Use the .eps file version of the logo with the white border built in if using the logo on a dark or busy background.



Black ONLY Presentation



Reverse Black Presentation; Use the .eps file version of the logo with the white border built in if using the logo on a dark or busy background.



Gray-Scale Presentation



Gray-Scale Presentation; Use the .eps file version of the logo with the white border built in if using the logo on a dark or busy background.



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4-Color Process Presentation with Tagline;
Using PMS Colors (Pantone Matching System)



Developing Agriculture from the Ground Up

4-Color Process Presentation with Tagline;
Using PMS Colors. Use the .eps file version of the logo with the white border built in if using the logo on a dark or busy background.



Developing Agriculture from the Ground Up

Black ONLY Presentation with Tagline



Developing Agriculture from the Ground Up

Reverse Black Presentation with Tagline; Use the .eps file version of the logo with the white border built in if using the logo on a dark or busy background.



Developing Agriculture from the Ground Up

Gray-Scale Presentation with Tagline



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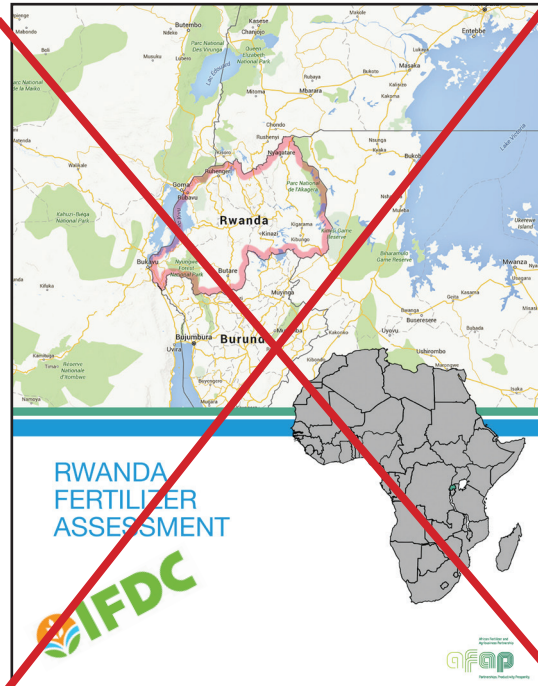
Gray-Scale Presentation with Tagline; Use the .eps file version of the logo with the white border built in if using the logo on a dark or busy background.

Improper Use of the IFDC Logo

As mentioned on the previous page, every application of our logo should strengthen and reinforce the organization's positive image. IFDC's logo must be placed in a reasonable and attractive position (i.e., in a corner of a document). Below are some examples of misuse. Do not fade IFDC's logo into any image. Do not tilt the logo for any reason. Do not change the color of the logo for any reason (all of the color options are provided on the previous page). Do not stretch or squeeze IFDC's logo. Furthermore, never change the font. If you have a question about the use of the logo, please contact the Office of Communications at +1 (256) 381-6600.



Above and Below: Do not fade IFDC's logo into an image. Look at the previous page for ideas to best promote our logo in these situations.



Above: Do not tilt IFDC's logo for any reason.

Right:

1) Do not change the color of the logo for any reason (all the color options are provided on the previous page).

2 & 3) Do not stretch or squeeze IFDC's logo.

4) NEVER change the font.



Standard Typography

IFDC's primary sans-serif font is Avenir Next. If unavailable, use IFDC's secondary sans-serif font, Arial.

IFDC's primary serif font is Kepler Std. If unavailable, use IFDC's secondary serif fonts, Bodoni or Times New Roman.

No other font families or typefaces may be used or substituted.

Headlines

All headlines should be typeset in Avenir Next. **If Avenir Next is not available, use Arial.**

Body Text

Use Avenir Next (Regular) or Kepler Std for body text. **If Avenir Next is not available, use Arial (Regular), and if Kepler Std is not available, use Bodoni or Times New Roman (Regular).**

Body text should be set flush left and ragged right or justified with a 9.5 to 12 pt type.

Sub Headlines

All sub headlines should be typeset in Avenir Next. **If Avenir Next is not available, use Arial.**

Captions

All captions should be typeset in Avenir Next (Italic). Captions should be set flush left and ragged right with a 7 to 8 pt type. **If Avenir Next is not available, use Arial (Italic).**

Pull-Quotes

Use the primary sans-serif font, Avenir Next. If unavailable, use Arial.

Letter Spacing (Tracking)

Preferred tracking is 5 pt to 10 pt. Any point between -10 and 10 pt is also acceptable.

Line Spacing (Leading)

Preferred leading is 11.5 to 13 pt for 9.5 to 12 pt body copy; 18 pt for 12 pt body copy is acceptable for larger presentations where more space is needed.

The following are examples of correct and incorrect typography treatments along with leading, kerning, and tracking.

Do not change uppercase or lowercase letters.

CORRECT: IFDC is a public international organization.

INCORRECT: Ifdc is a public international organization.

Do not add the word "the" before IFDC when referring to IFDC as a whole organization.

CORRECT: IFDC is a public international organization.

INCORRECT: The IFDC is a public international organization.

Do not use the IFDC logo in a headline or body copy.

CORRECT: IFDC is a public international organization.

INCORRECT:  IFDC is a public international organization.

Do not alter letter spacing of type. For exceptions, see left.

CORRECT: IFDC is a public international organization.

INCORRECT: IFDC is a public international organization.

INCORRECT: IFDC is a public international organization.

Do not alter line spacing of type. For exceptions, see left.

CORRECT: IFDC is a public international organization.

IFDC headquarters is located in Muscle Shoals, AL.

INCORRECT: IFDC is a public international organization.

IFDC headquarters is located in Muscle Shoals, AL.

INCORRECT: IFDC is a public international organization.

IFDC headquarters is located in Muscle Shoals, AL.

IFDC Brand Standards Q & A

- **What purpose are these standards intended to serve?**

These standards are meant to illustrate and explain the correct ways to use IFDC's name, logo, and brand. Specific instructions are given for all uses. Protecting our materials from misuse or improper usage is important for legal reasons. Improper usage ultimately weakens IFDC. Correct usage of our name, logo, and brand help increase awareness of IFDC and its activities.
- **Are the rules regarding logo usage suggested or mandatory?**

The rules are **mandatory**. An organization's logo and brand are viable only when used correctly. Whether a for-profit company (i.e., Coca-Cola, McDonald's) or a non-profit organization or government agency (i.e., United Nations, USAID) – all have very specific rules for using their logos. They protect their brands in very specific ways. IFDC is no different.
- **Are there any exceptions?**

No. Improper usage weakens the IFDC brand and consequently weakens the organization.
- **What is the best way to be sure I am reproducing IFDC's logo accurately?**

Follow the instructions in the manual. Only use the downloadable files available at <https://bit.ly/2qkdQRT>.
- **Who do I contact if I have additional questions?**

If you have any questions, you can email or call IFDC's Office of Communications at +1 (256) 381-6600. Heather Gasaway: hgasaway@ifdc.org or Victoria L. Antoine: vantoine@ifdc.org

IFDC Brand Standards Conclusion

We will continue to provide periodic updates to this manual. It will be located on IFDC's website at ifdc.org/branding and on SharePoint (<https://bit.ly/2qkdQRT>) for IFDC staff members.

For questions regarding any of the information in this manual, please do not hesitate to contact IFDC's Office of Communications at +1 (256) 381-6600.

